FASHION INTERNATIONAL
NEWS AND VIEWS OF THE INTERNATIONAL FASHION WORLD
JULY 1980

SHORT OUTERWEAR--JACKETS, PANTCOATS, TOPPERS ARE TOPS IN FAUX FURS

SHORT is the important length in Fall outerwear: Jackets, 24-inch to 30-inch; pantcoats and toppers, 30-inch to 36-inch. They're tops in Proud Pretend Pile fabrics that rival their prototypes in look and feel. Curly pile is newest and most "fun": Mock Mongolian, Sham Sherpa, Spurious Swakara, Pretend Persian and Baby Lambs, are cut into a variety of styles. Ribbed Bogus Beaver, Nearly Nutria and Simulated Seal are the best "flat peltries," Feigned Fox and Resembling Raccoon, best "long hairs."

JACKETS: Sheared Beaver, tuxedo cutaway front, dotted puffed shoulder (Viola Sylbert/Wrap Ups), hooded Nutria blouson, knit trim; flanged, dimple sleeve Poodle; iridescent Beaver, metallic belt; one-button Beaver, Italian shoulder (Lifestyle '80), Persian blazer, Swakara (Career Chic).

TOPPERS: Short, Curly Lamb, leather ties (Viola Sylbert), One-button sculptured Beaver (Luba), Beaver, Mongolian Lamb, Poodle and Raccoon one- and two-button clutch toppers (Carol Horn Captivity), Broadtail and Raccoon 3/4 lengths (Viola Sylbert).

THE INSIDE STORY

Reversibles: Bogus Badger (Viola Sylbert) Mongolian Lamb to cire, drop shoulder taping trim; boucle to cire, pleated shoulder (Career Chic).

Storm Jackets: Pile-lined broadcloth, zippers, snaps, functional pockets (Luba), Sherpa-lined corduroy (Braefair).

THE BOMBER JACKET, in nylon leather, wool or pile, is flying high for Fall: Zip-front wool, rounded shoulders (Jhane Barnes), collage-on-wool (Koos Van Den Akker), Pastel bright nylon, black leather (Calvin Klein), "Curly Lamb" and matte cire reversible, "Curly Lamb" and metallic cire (Career Chic).

(continued on page 2)

==========FI HIGHLIGHT==========

GET A "JUMP" ON JUMPSUITS

...and watch your sales mount

Remember how the chemise caught on, the second time around. Fall jumpsuits have just jumped to the fore--customers snap them up because they are a maximum look at a minimum price. Industrial and military types feature natural, khaki and Loden. But look to feminine, dressy styles for Holiday.

INDUSTRIAL and PIT-STOP looks, most with zipper or button fronts: Set-in waistband (Adini), water-repellent cotton poplin (Willi Wear), industrial look, grommets (Eastern Clothing Company), mechanic's look in corduroy or denim (Trousers Up), long sleeve wool gab, elasticized waist, silver studs/belt (Misty Touch).

ARMY and AIR FORCE looks take off with zippers, tab closings, cargo pockets: Air Force type, functional hardware trim (Space Legs), belted natural trim (Play It Again).

DRESSY JUMPSUITS are directional for Holiday: Antique crepe print, ruffled neck or surplice (Chenault) (Van-Martin).

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SHORT OUTERWEAR (continued from page 1)

TOPPERS and STROLLERS look young and up-scale in wool, cashmere, plaids: Camel color cashmere, 3/4 length (Anne Klein), big blanket plaid, fringed; twin coat set (Mrs. H. Winter), short melton pea jacket; wool toppers (Cuddlecoat), cut velours, Italian shoulder (Luba), plaid-lined CPO jacket; 3/4 duffel coat (Braefair), bright wool topper; plaid blouson (Bill Haire/Friedricks Sport).

COLORFUL, VARIED 2ND GENERATION OF DOWN-FILLED OUTERWEAR

A wider range of colors, shapes and fabrics makes quilted down coat sales very Up for the coming Winter. Blousons are bubblier than ever, but slim shortcoats are a wearable and dressy alternative. Many are reversible to another color and/or fabric, with sensuous Qiana a favorite. Iridescence, and bi- and tri-tones, give many colors extra pow. Fashion brights: Purple, red, shocking pink; pale neutrals: light beige, off-white, pale taupe and gray. Prints are directional. Channel (vertical) quilting is classic, diamonds, diagonals and free-form sculptured effects are individualistic. Matching muffs, hoods and helmets are added selling points.

REVERSIBLES, plain or iridescent: Iridescent puffy jacket/muff (Bill Blass), funnel neck blouson (Drizzle), diagonal quilts--toggled jacket (Fairbrooke), "SoHo" look (Cuddlecoat).

SLIM SHORTCOATS: Bubble-quilted, scalloped front (Raincheetahs/Naman), channel quilteds-reefer (Blass), with flapped multi-pockets (Harve Benard).

PRINTS-- the few to be seen look refreshing in an otherwise mostly solid sea of colors: Diamond-quilted harlequin print jacket; leopard print bubble; tartan plaid vest; pin striped reefer (Blass).

ELEGANT CLOTH COATS --
OVERSIZED, SLIM OR ROMANTIC

Although down-filled and shortcoats are getting most of the action, there are customers for "real" winter coats.

TAILORED SLIMS, elegant and refined: Channel-quilted mohair, shirred shoulder (Geoffrey Beene), flannel envelope coat (Shamask), asymmetric collars, self-or contrast facings (Halston), cashmere polo (Ilie Wacs), shirtcoat with bow (Gloria Sachs).

THE ROMANTIC COATS are Hapsburg-inspired or Byronic cavalier looks: Braid-trimmed Loden; passementerie and fox trimmed (Oscar de la Renta), lamb trim Hapsburg, frog closing; white reefer, gold braid (Wacs), hooded double-faced wool cloak (Perry Ellis).

OVERSIZED TAILORED AND CAPE-Y coats look new: Steamers--modified, giant houndstooth (Blassport), blanket plaid (Wacs)...Cape Coats--petal collar mohair (Kasper/Joan Leslie), plaid flannel (Shamask)... Circle Coats--camelhair raglan, stand-up neck (Bill Haire), cape collar mohair (Ellis).

==========FI FOCUS==========

MORE THAN FRINGE "BIZ"

Fringed suede and leather jackets are becoming runaway best sellers. The basic Indian-derived fringed-yoke Western jacket is the most popular style, but look for fringe anywhere, the more the better. Neutral tones are salable, but fashion brights look newer.

SUEDE with FRINGE: On yoke, sleeves, pockets (Horst), yoke and sleeves (Vakko), V-yoke (Beged-Or), in chalk, pastels, narrow lapels convert to stand-up neck (Bagatelle).

OTHER: Pigsuede, hot colors, fringed V-yoke/sleeves, pigsuede, short fringe; grained antelope, eight-inch fringe (Sante Fe), grained leather.

FALL SHOES: 80's DECORATIVE UPDATE OF WELL-BRED CLASSICS

In the gas-scare 80's, fashion turns to walking shoes, on walking heels. But since shorter skirts and short pants permit more interest afoot, the new lady-like classics look anything but basic! The Pump, in endless variations, is the shoe for Fall, from sun-up to moon-set. Oxfords and short boots also return...rain shoes don't look it.

THE PARTICULARS

Heels: From flats and almost-flats to needle-thin highs--but moderate heights dominate in the ride-less walk-more 80's. Interesting new shapes on mid-heels include Baby- and geometrically-cut Louis's, underslungs, pitched. Wedges also go to new heights and shapes: Slim, sliver, demi- and illusion; some are whittled out like a ship's prow in reverse.

Toes: Pointy, and rounded, seem trending; toned-down Western cowgirl looks

Softening Details, especially on pumps: Two-tones and two-textures become important as hems continue upward--wonderful deep colors, even in reptiles, real or feigned...Toplines scalloped or wavy...Piping in contrast color and/or texture ...Ornamental whipstitching...Asymmetric vamp dips, envelope flaps...Ankle and T-straps.

THE BIG NEWSMAKERS

Tuxedo Pumps--bows are hot news in RTW, and the neat tuxedo bow, sometimes in contrast color but shoe-matched piping, and/or shirt-front resembling vamp inlay, make an ideal suit or dressy shoe, depending on treatment: Elegant Burgundy suede, contrast walking heel (Bort Carlton), dark wine patent, mauve-pink bow and vamp inlay, squarish toe, one-inch heel (Vittorio Ricci), side-dipped plum suede, contrast leather bow and piping, underslung demi-heel (Egon Martinovsky), shelled-out topline patent, oversize grosgrain bow, one-inch heel (Mabel Julianelli), sling-back patent, foldover bow, graceful inbetween heel (Hill & Dale/Dunn & McCarthy), tapered toe patent, dainty squared-off bow, stacked mid-heel (Givenchy/Schwartz & Benjamin), grosgrain-bow patent, high gored throat, rounded triangular heel (Sacha/Jacques Cohen), brown leather D'Orsay, tailored bow, low stack heel (Geoffrey Beene/Andrew Geller), new lavender suede pump-boot, leather bow, low triangle heel (Ms.Elle/Gladstone).

Preppy Casual Classics: Inbetween-heel taupe loafer-look; wingtip; kiltie monk strap (Etienne Aigner), strapped two-piece loafer in important Scotch grain, contrast stitching, shapely stacked mid-heel (Sasson), Burgundy loafer-look kiltie, moc toe (SRO/Caressa), leather-tasseled mock-reptile moc, padded sock (Cole-Haan), penny moc, covered sliver wedge (Hana Mackler), the signature wavy sole now thinned down to near-invisibility on the foot, with two-tone enamel-like surface (Famolare).

FUNCTIONAL FOOTWEAR

Rain Shoes that don't look it: Parachute cloth boots, shoe-boots (Hiro/Seven Stars), pumps, boots, in new waterproof material that breathes, geometric heels in three heights (Florence Otway/Golo), glossy waterproof jellies and jazz oxfords in shimmering shades, for men, too (Andrew Geller).

Over-the-Shoe: Sleek bootie look suede-textured latex rubber, side bow of braid, fits over one- to two-inch heels (Totes)... Sling-back toe rubbers are back on the market (Tingley Rubber, Totes).

Short-Short Boots: Toffee suede bal tie hiker, flat heeled crepe bottom (Zodiac/Encore), silver-piped white leather citified cowgirl, eagle on front (Sacha), quilted parachute nylon chukka, contrast textured vamp and topline, ridged micro sole (Geller), gray pigsuede chukka, smooth toe and back, neat stacked heel (Golo).

Short Boots: Asymmetrically swirled zipper on fabric, pointed toe, slender high heel (Claudio Rocco/Vivian Warren), foldover-cuff suede tie, shapely almost-flat stacked heel (Michael/Michael G. Abrams).

IDEACOMO & INTERSTOFF -- ROMANTIC, EXOTIC WITH A TOUCH OF CLASSIC

OVERVIEW: A new color palette for Spring/Summer '81 fabrics, comprised of rich earth tones and flowers, and the sand and sea of sun-drenched lands ... The importance of linen and linen blends from sheer to suiting weights, cotton and blends ... Textures refined or rustic, particularly shantung; tri-tone puckered plaid; geometric and solid cloques; famous Como-silks shared the limelight with linen, cotton, blends of both, synthetics ... the further revival of prints at Ideacomo and Interstoff.

THE TRENDS:

Romantic -- pale hued, gossamer, feminine fabrics ... georgette, mousseline voile, crepe voile, faille, batiste, gauze, muslin, organdy, silk cloque, leno, damask, often enhanced by shirring, Fortuny pleating, bubbles, lace, clipped threads, drawn work, embroideries. Tiny "mille fleurs" to large floral prints, giant sized roses, Chinese chintz florals, Liberty (at the Fair for the first time) and Liberty types, nosegays, provincials, folklore.

Exotic -- the Africans ... a range of exotic tropical prints ... oversized jungle leaves and florals ... palm trees, cactus and fruit-bearing foliage, batiks, tribal figures, geometrics, stripes ... Gauguin florals and Island prints of rich deepened earth tones in cotton, linen, canvas, cotton shantung, faille and knits ... sometimes on silk. Also, "Safari" with a range of camouflage prints and jungle animals in cotton tent canvas.

Classic -- from casual to elegant ... refined textures, shirting stripes, flannel blazer stripes, sporty checks, linen, raw silk, twill, herringbone, dry worsted Panama, gabardine ... The all-Americans: blue denim, fade-out China blue, chambray, oxford; plaids and stripes on elasticized batiste; cotton, seersucker, pique, madras plaids, surface patterned knitted terry.

Knits -- lacy, puckered, tweedy, thick stringy sweater looks ... striped, heathered, puckered jersey ... honeycombed sweatshirting, geometric terry.

Prints -- newest when oversized and on textured grounds of shantung, pique, crinkles, seersucker, lacy knits ... seashore motifs: shells, fish, anchors.

Stripes -- from giant to hairline ... print & woven, awning, broken stripes.

Conversationals -- comic stripe prints ... pop art figurations: soup cans, citrus fruits, flags, balloons, airplanes, children's toys.

COLORS:

Romantic pales -- cream, blue, rosy pink, peach, flesh, pale sage, yellow, turquoise, lilac.

Exotic -- desert sand, khaki, pinked beige, putty, clay, henna, banana, raw sugar, burnt orange, ochre, olive, copper, maroon, jungle green, indigo, plum, cocoa bean.

Classic -- white, ecru, red, the blues, navy, black; and sometimes yellow.

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IMPORTANT DATES

SEHM (Menswear)	PARIS	Sept. 6- 9
MAGIC (Men's Apparel Guild)	L.A.	Oct. 1- 5
SPRING Ready-To-Wear	MILAN	Oct. 4-10
SPRING Ready-To-Wear	N.Y.	Oct. 27- 7
PRET-A-PORTER	PARIS	Oct. 18-22
SPRING Ready-To-Wear	LONDON	Oct. 21-25
IGEDO Fair	DUSSELDORF	Oct. 26-30
INTERSTOFF	FRANKFURT	Nov. 4-7

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